2072580896

Message for DAlessandro, Giuseppe

From: Connie BULANDA

Date: Fri, Nov 18, 1994 1:58 PM

Subject: Preliminary Direct Production Schedules

To: DAlessandro, Giuseppe; Wendy MARIN

Cc: Robert FERRIN; John BUEHLER

Giuseppe and Wendy,

This forwards the Menthol mailing timing and a preliminary production schedule for the Slims Club April mailing.

	Menthol Offensive Mailing	Slims Club #2
Creative Brief	11/17	1/9
Comp Presentation	w/o 12/5	w/o 1/23
A&K to PM	w/o 1/2	w/o 2/6
Film Due to Printer	1/30	3/7
Print/Convert/Finish	2/2 - 2/22	3/10 - 3/31
Laser Sign-Off Approval	2/24 - 3/6	4/3 - 4/18
Begin Mailing	3/8	4/24
End Mailing	3/15	5/11

We're off and running...full steam ahead!

Source: https://www.industrydocuments.ucsf.edu/docs/jlym0004